



# PG DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION ANSAR WOMEN'S COLLEGE

Affiliated to University of Calicut | Accredited with 'A' Grade by NAAC)

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## **ANNUAL REPORT 2023-2024**

Journalism and Mass Communication is one of the rank reaping Departments in the college. The Department started in 2013 with the introduction of BA Mass Communication and Journalism course in the same year. The academic year of 2023-2024 marked by the introduction of a Post-Graduate course in the Department. With the introduction of course titled MA JMC the Department elevated to PG Department of Journalism and Mass Communication

The academic year 2023-2024 was a successful one for the Department. The Department conducted various activities to nurture journalistic skills in students. And representation of students was visible in all kinds of activities conducted inside and outside of the institution. The Department hosted a National Media Meet as part of Academic Fest, Two Day Film Festival, Workshops and various academic sessions for the students. And also visited different media industries for by hand experiences.

## UG Admission Details 2023-2024

<b>Programme</b>	<b>No. of Seats Including Marginal Increase</b>	<b>No. of Students Admitted</b>
BA JOURNALISM AND MASS COMMUNICATION	40	15

## University Result of pass out batch 2022-2023

<b>Programme &amp; Semester</b>	<b>No. of Students Appeared</b>	<b>No. of Students Passed</b>	<b>Pass Percentage</b>
BA JMC	38	33	86.84
<b>Programme Topper: Hannath M , secured 6<sup>th</sup> position in Calicut University Degree Examinations</b>			
<b>Best Outgoing Students of the year 2023-24:</b>  Risala C (S6 BA MC)			

## PG Admission 2023-2024

<b>Programme</b>	<b>No. of Seats Including Marginal Increase</b>	<b>No. of Students Admitted</b>
MA JOURNALISM AND MASS COMMUNICATION	15	09

### Certificate Course

The Department offered two separate **Certificate Course** for BA JMC and MA JMC students in the even semester of the academic year. They are;

**Mobile Journalism:** The Certificate Courses for UG programme was Mobile Journalism. A total of 75 students from first, second and third year BA Journalism and Mass Communication attended the course.

**Brand Management:** The Certificate Course offered for PG students titled as Brand Management. A total of nine students from the First year MA JMC attended the course in the even semester.

## Bridge Course

To give an awareness about the highly creative and competitive world of Journalism and Mass Communication, organized a Bridge Course for BA JMC and MA JMC students in the month of August. The session was scheduled on 21<sup>st</sup> August 2023 in the College conference hall. **Mr. Prasoon T P, Assistant Professor, Department of Digital Film Production, MES Asmabi College, P Vemballur,** led a session on the topic “**Navigating the Landscape of Journalism**”. The session started at 11:00 am and lasted for about two and half hours. First Year students from both BA JMC and MA JMC attended the informative session.



## Soft Skill Development Programme

### 1. Basics of Camera

The Department organized a Soft Skill Development Programme for final year BA Journalism and Mass Communication students. The session is titled as **Soft Skill Development Programme on Basics of Camera**. The session was held on **22<sup>nd</sup> August 2023** in the college premises. **Mr. Mohammed Nadheem, Head.Dept. of Media Production, Ansar Educational Institutions** handled the session.



## 2. Basics of Photography

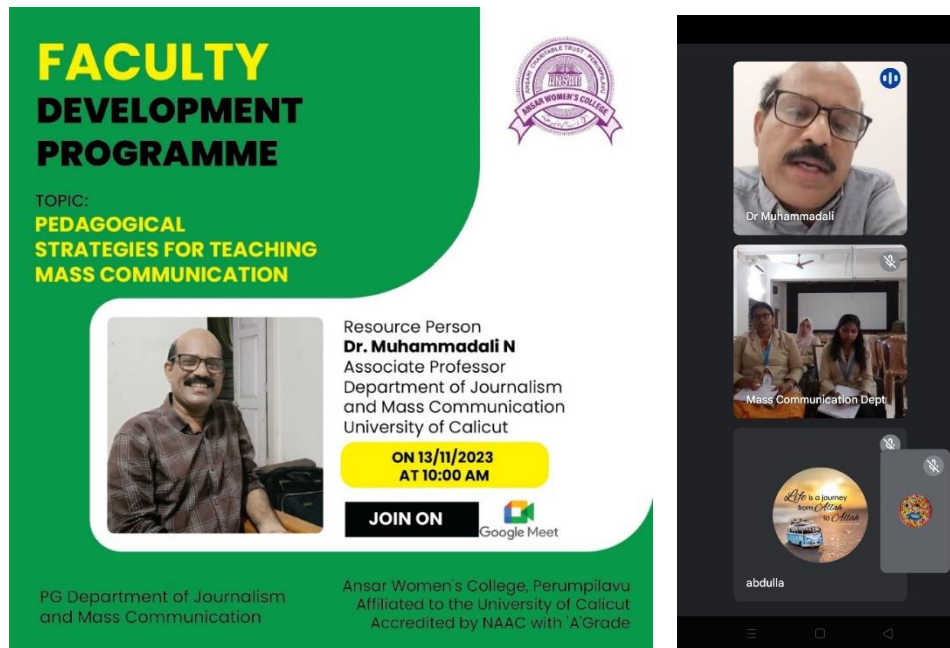
The Department organized a Soft Skill Development Programme for second year BA Journalism and Mass Communication students. The session is titled as **Soft Skill Development Programme on Basics of Photography**. The session was held on **23<sup>rd</sup> March 2024** in the college premises. **Mr. Mohammed Nadheem, Head.Dept. of Media Production, Ansar Educational Institutions** handled the session. A total of 25 students attended the programme.



## Faculty Development Programme

To empower faculty members in the Department, conducted a **Faculty Development Programme**. **Mr. Muhammadali N, Associate Professor, Department of Journalism and Mass Communication** handled the session on the topic **“Pedagogical Strategies for Teaching Mass Communication”**. The programme was focused on teaching and learning methods in mass

communication in the Post-Graduation level. The session was held through online mode on 13<sup>th</sup> November 2023.



The image consists of two parts. On the left is a green poster for a Faculty Development Programme. The title is 'FACULTY DEVELOPMENT PROGRAMME' in yellow and black. The topic is 'PEDAGOGICAL STRATEGIES FOR TEACHING MASS COMMUNICATION'. It features a photo of Dr. Muhammadali N. and text identifying him as an Associate Professor in the Department of Journalism and Mass Communication at the University of Calicut. The event is scheduled for 13/11/2023 at 10:00 AM. A 'JOIN ON' button with the Google Meet logo is present. At the bottom, it mentions the PG Department of Journalism and Mass Communication and Ansar Women's College, Perumpilavu, affiliated to the University of Calicut, accredited by NAAC with 'A Grade'. On the right is a screenshot of a Google Meet session. It shows a grid of participants. The top participant is Dr. Muhammadali. Below him is a group of people from the Mass Communication Dept. At the bottom, a participant named 'abdulla' is visible. A circular graphic with the text 'Life is a journey from Allah to Allah' is also present in the screenshot.

## National Media Meet

The main highlighted programme of this academic year was **National Media Meet**. The Department hosted National Media Meet on the **topic Indian Media @ 2024: Misrepresentation, Manipulation and Stereotyping** on 4<sup>th</sup> & 5<sup>th</sup> March 2024 as part of Academic Fest 2024. The Two day Programme contained open forum, discussions and paper presentations. **Dr. Krishna Sankar Kusuma**, Professor, Head, M A Convergent Journalism, AJK Mass Communication Research Centre, Jamia Milia Islamia, New Delhi inaugurated the media meet virtually on 4<sup>th</sup> March. **Mr. Siddique Kappan**, Indian Journalist enlightened the inaugural ceremony by Keynote address emphasizing his journalistic experience in the country.

An **Open Forum** was held on the topic **“Mediated Communication in the Post-Truth Era: Freedom of Speech and Fact Checking**. Renowned journalists like **Mr. R. Rajagopal** (The

Telegraph), **Mr. Nishad Rawther** (Mediaone) and **Ms. V.P. Rajeena** (Madhyamam Daily) shared their thoughts, opinions and observations with the audience. On the second day of the meet **Dr. Abdul Muneer V**, Professor and Principal, EMEA Arts And Science College, Kondoty handled a session on the topic “Tell Your Stories and Sell Your Stories: Unleash Your Storytelling Power across Media Platforms”. About 25 research papers were presented by faculty members, research scholars and students from inside and outside of the institution.



### **Film Festival: *Vanguard 8***

The Department conducted the prestigious ‘*Vanguard 8*’ film festival on the 07<sup>th</sup> and 08<sup>th</sup> of **February 2024**. The eighth edition of the film festival was conducted on two days that included the screening of National and International acclaimed movies. ‘*Vanguard 8*’ was officially inaugurated by the renowned **filmmaker and writer Mr. Prajesh Sen**. The film exhibition was held at two venues and seven films were screened in the two-day festival.

The inaugural ceremony was followed by a ‘**Meet the Director**’ interactive session. The session was highly impactful for all the participants. The students asked various questions to the director ranging from Malayalam film industry to global film trends. Prajesh Sen answered the questions and expressed his opinion on various issues.





## Workshop

The **Workshop** titled as **How to Report and Edit** was held on 11<sup>th</sup> December 2023 at college conference hall. The session was handled by **Mr. Inam Rahman, Resident Editor of Madhyamam**. He delivered an insightful keynote address, drawing from his extensive experience in the field of journalism. He emphasized the importance of accurate reporting and meticulous editing in maintaining journalistic integrity. Second and third year BA JMC students and first year MA JMC students attended the session.





## Extension Programme

The department organised an **Extension Programme** for students in schools. It was held on 11<sup>th</sup> January 2024 for Little Kites students in the **National Higher Secondary School, Engandiyur**. Little Kites students are selected students from classes 7, 8 and 9 based on a scheme. The students have a prescribed textbook. That book includes a module dealing with media and documentation. Based on the module we organized a session of photography. It is titled as **Basics of Photography**. It aimed at providing hands-on training and basic awareness about digital camera photography. The session was divided into two parts. First part deals with theoretical aspects of digital cameras and photography. The second part was hands-on camera training. Three final year BA Journalism and Mass Communication students, namely Ms. Sreenandha K R, Ms. Minha M, and Ms. Risala C, served as resource persons for the session. Their expertise and enthusiasm contributed significantly to the success of the event.



## **Industrial Visit**

### **Industrial Visit: Final Year students**

In order to get familiar with the working of a Television and advertising agency the final year students of BA JMC and first year MA JMC students had undertaken the annual industrial visit to *News 18 Malayalam, Stark Communications Pvt Limited* and *Chithranjali Studio*, Thiruvananthapuram from 20 to 22 September 2023. A group of 37 students and four faculty members from the department had been part of the visit. The industrial visit proved to be highly useful and worthy for the students since they could experience the working of Media houses in person as well as get guidance from highly skilled staff with a lot of experience in the field of journalism. Here they got an opportunity to know about the working and organizational structure of a TV channel and Ad agency. Also they explored some shooting locations in *Chithramjali* studio.



### **Industrial Visit: Second Year students**

The second year BA Journalism and Mass Communication students and First year MA JMC students conducted an industrial visit to *Madhyamam Daily* and *Club FM* radio at Calicut on 21<sup>st</sup> December 2023. A group of 34 students and three faculty members from the Department had been part of the visit. The group reached *Madhyamam Daily*, Calicut at 10 am. There Senior Manager

Production Mr. Rasheed Ali K explained about the working of newspaper in a detailed way. With the support of a powerpoint presentation he explained about the news collection, reporting, editing, production and circulation of a newspaper. The instructor was very professional and also gave the students a very detailed class on the organizational structure of the newspaper and editorial department.

The group reached *Club FM* in the afternoon. They provided a class on radio programme production and its technical aspects. Radio team showed the students their recording and editing rooms. The visit thus proved to be extremely useful for the students in understanding various aspects of radio production.



## Parent Attachment Programme

The **Parent Attachment Programme** for the First year UG students were held on 2<sup>nd</sup> August 2023 in the college auditorium. **Dr.Kamaludheen K.T., Principal**, was the resource person for the programme. He addressed the students and parents with a session on higher education.

A **Parent Attachment Programme** was conducted for First year UG students before the starting of their First Semester University Examinations. For the first year, University exams are a new thing, because they are entirely different from previous exams they attended. In order to raise awareness and motivate students **Dr.Kamaludheen K.T.**, College Principal hosted a Parent Attachment Programme on the subject **Welcome Exam** on 19/02/2024 for BA/BSc students. Both students and parents attended the meeting held at the college auditorium.

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# WELCOME EXAM

PARENT ATTACHMENT PROGRAM  
FOR 1st YEAR BA, BSc & BCom

**SPEAKER**  
**Dr. KAMALUDHEEN K. T.**  
PRINCIPAL, ANSAR WOMEN'S COLLEGE  
PERUMPILAVU

Session I (BA, BSc)  
19-02-2024

Session II (BCom, BBA)  
20-02-2024

10.30 AM

Auditorium

## Debate

The Department conducted discussions and debates on various issues relevant in the society.





### **Veil and Beyond Ansar**

The first MA JMC students created a newspaper titled **Veil and Beyond Ansar** in connection with Sahodhaya CBSE District Kalotsav 2023 held at Ansar English School Perumpilavu November 2-4, 2023.



### **Vox-Pop**

The Department created a Vox-Pop video in connection with Calicut University Union Election 2023 and published in College YouTube channel.

### **Competitions**

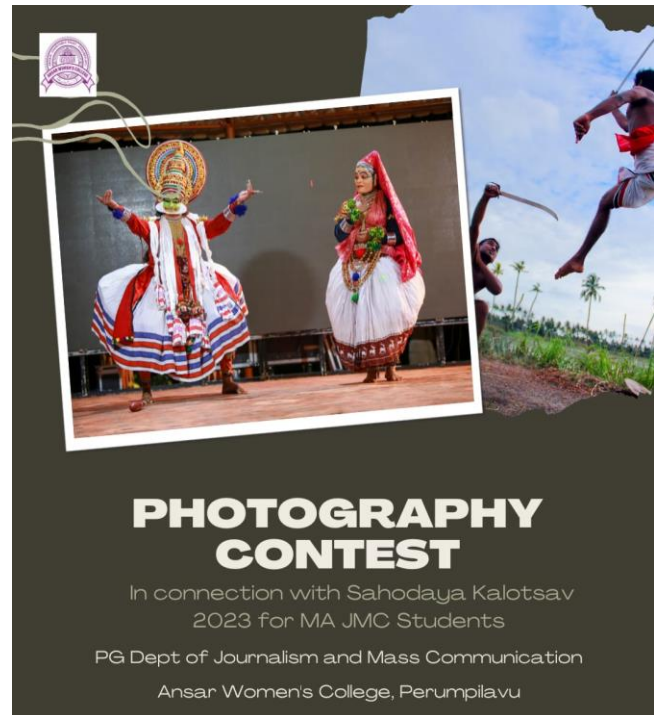
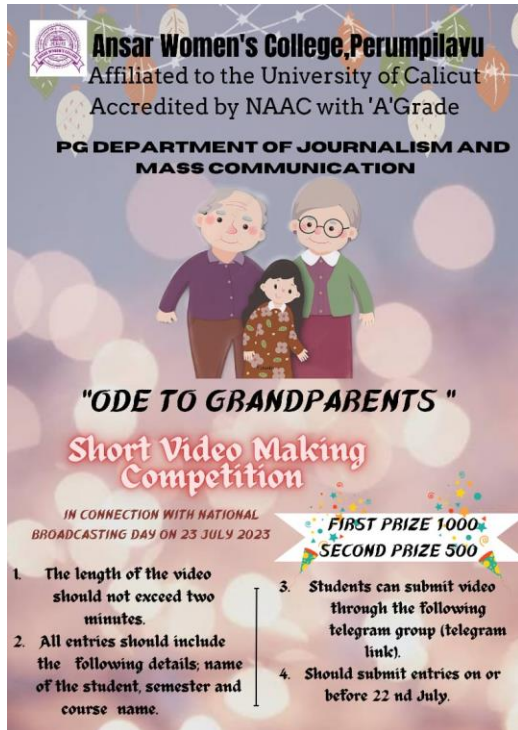
#### **Short Video Making Competition**

The Department conducted a **Short Video Making Competition** for students in connection with **National Broadcasting Day** on 23<sup>rd</sup> July 2022. Participants prepared videos on the topic “Ode to Grandparents” and shared it in the Telegram group created for the purpose before 22<sup>nd</sup> July, 2022. About 03 students from various departments participated in the competition.



## Photography Competition

The Department conducted a photography competition for First Year MA JMC students in connection with Sahodhaya CBSE District Kalotsav 2023 held at Ansar English School Perumpilavu November 2-4, 2023.



## Mentor-Mentee System

This academic year witnessed a smooth working of the Mentor-Mentee system. First year students from various Departments allocated to four faculty members from the Department. The teachers had an interaction with the students and created a family feeling among them. In order to understand the living conditions of students and see their family members, mentors visited the house of mentees.



### **Participation in Seminar**

- Five faculty members Ms. Sukanya K.P., Ms. Anisha., Ms. Nishana N., Ms. Baby Soorya P., and Mr. Abdulla Misbah M.A., attended Sixth International Mass Communication Research Conference titled “Mediating the Everyday: Popular Culture in South Asia” organized by Department of Journalism and Mass Communication, University of Calicut on November 20 & 21, 2023.
- A total of 19 students from Second Year BA JMC attended *Mathrubhumi* Sacred Facts Conclave held at Gokulam Convention Centre, Kaloor, Ernakulam on 8<sup>th</sup> October 2023.

### **Achievements and Rewards**

Fathima Riya T.P. of Second year BA Journalism and Mass Communication secured **First Place in RJ Hunt and News Reading in VIVIDH 2023** conducted by Department of Journalism, Chetana College of Media and Performing Arts, Thrissur on December 4-7, 2023.

PRINCIPAL

HOD

